

A full-page photograph of the Yeovil Town football team posing in front of a Royal Navy helicopter. The helicopter is dark grey with a red nose and tail. The nose has the number '718' and the word 'RESCUE' partially visible. The side of the helicopter has 'ROYAL NAVY' written on it. A player in a white kit with the number '2' is climbing the side of the helicopter. The rest of the team, consisting of eleven players and two staff members, are standing in a line in front of the helicopter. The players are wearing white kits with a 'Y' logo on the chest. The staff members are wearing green tracksuits. The background is a clear sky and a tarmac area.

**ELECT
YEOVIL**

**TO THE
FOOTBALL
LEAGUE**

YEOVIL TOWN...

ready to take off



IVAN B. RENDALL, F.B.A.A., A.C.I.S.

Ivan Rendall, 45, has spent more than half his life working for Yeovil Town. He was secretary of the Supporters' Club for two years before becoming secretary of the Football Club at 21. Ten years ago he joined the Board and only gave up as Secretary when appointed Chairman two years ago.

Has his own practice in Yeovil as a registered accountant and chartered secretary. Is married with two sons—both ardent rugby players. "Well, you can't have everything", he says.

The Chairman writes

It is my pleasure to introduce this book to you. It sets out simply and, I hope, clearly and concisely why we at Yeovil consider we are worthy of election to the finest competition in the world—the Football League.

We have applied for election, of course, every year since 1927 but, to be frank, until now votes in our favour have been scarce. We believe the reason is that, perhaps, we have been too modest; we have not given the members of the League sufficient information about our achievements, our background, our set-up and our plans.

We have decided to try to put that right here. Obviously our prime motives are to better ourselves and to provide higher grade football for our supporters.

But everyone connected with Yeovil Town, from boardroom to boot-boy honestly believes that we also have something to offer the League in return.

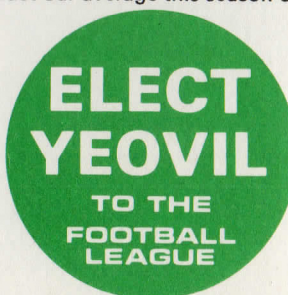
We have a fine ground which we own, with outstanding amenities and more-than-ample car parking facilities. Our home town is thriving and growing rapidly.

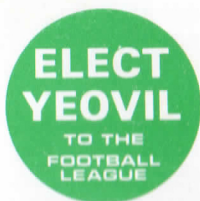
And within its catchment area is a large population starved of League football, for the nearest League clubs are in Bristol, Bournemouth and Exeter—all more than 40 miles away.

We are sound financially, and I think we can boast a playing record second to none in non-League football. We are proud of our record in the F.A. Cup and particularly of our results against League clubs. More important, we believe we have earned their respect.

Perhaps most vital of all, our attendances have been consistently high for a non-League club over the years. In fact our average this season up to the time of publication is higher than that of thirteen Fourth Division clubs. We are confident that election to the League would add at least another 50% to that average.

For these reasons my Board and I feel we are justified in asking the members of the Football League to vote for us at the annual meeting in June. We are certain they will not regret it if they, in the words of our slogan, decide to . . .





Hereford United	7972
Reading	5314
Mansfield Town	5124
Lincoln City	4998
Exeter City	4926
Peterborough United	4925
Stockport County	4433
Bradford City	4385
Newport County	4309
Hartlepool	4101
Aldershot	4082
YEOVIL TOWN	4072
Colchester United	3814
Cambridge United	3738
Chester	3559
Torquay United	3351
Gillingham	3094
Southport	3036
Bury	2979
Northampton Town	2916
Barnsley	2851
Crewe Alexandra	2418
Doncaster Rovers	2415
Workington	2043
Darlington	1647

The average attendance figures above cover the first fifteen home games of the 1972-73 season in the Football League (or in the case of Yeovil Town, Southern League) and F.A. Cup.

A need for new blood

New blood has been good for the Football League. All the facts show that the election of a non-League side to the Fourth Division has meant an immediate boost in gates, with long-term benefits to both the club and the competition.

Consider the facts concerning new clubs elected to the competition during the past thirteen years.

In 1960, Peterborough United were elected. They immediately won the Fourth Division and broke the Football League goal-scoring record.

Two years later, Oxford United were voted in. In 1964-65, they gained promotion to Division Three and three seasons later won the Third Division championship.

Cambridge United joined the League in 1970, after winning the Southern League and brought an immediate boost to their own gates and proved attractive opposition around the country.

Last season, following a remarkable F.A. Cup run, Hereford United were elected.

The table on the left shows the wisdom of that decision. Their average home attendance is 2,658 higher than any other club in the section. Away from home they have given other clubs a tremendous financial lift, attracting average crowds of 4,615 for their first sixteen League matches.

Yeovil Town can do in 1973-74 what Hereford United have done in 1972-73. The attendance chart shows that they can already claim bigger home gates than thirteen Fourth Division clubs.

Election to the Football League would obviously improve their gates still further . . . Hereford United's home figures for their first fourteen Fourth Division games increased by an average of 2,086 over a similar period in the Southern League.

There can be no doubt that the Football League has benefited from new faces . . . and that, we respectfully suggest, strengthens the case of Yeovil Town.

WELCOME TO YEovil TOWN F C

There's a welcome on the mat for everyone who comes to Yeovil's Huish ground—literally and metaphorically.

For comfort and amenity have always been the club's watchwords.

The main stand, for instance, built ten years ago at a cost of more than £50,000 provides facilities certainly up to the most rigorous League standards.

It has accommodation for 2,000 seated and a similar number standing. It also contains up-to-date, tiled dressing rooms with separate bathrooms and a treatment room equipped with the latest aids.

Adjoining the boardroom is a Vice-Presidents' and players' lounge attractively furnished and with a modern bar. Incidentally, the Club has a restricted list of 100 Vice-Presidents.

Also housed in the stand is a large bar and club-room for the 2,000 strong social club, which incorporates a skittle alley—in use every evening during the week.

The administrative offices complete the ground floor amenities.

On the first floor is the Green and White Supporters' Club

premises, with seating for 250. This is used for functions throughout the week and doubles as a comfortable refreshment room on match days.

A large covered enclosure on the North side of the ground and well-tiered terracing at either end bring the ground's total capacity to 15,000.

Yeovil have had floodlights since 1954 and the system has been modernised a number of times since.

The ground itself has parking for 70 cars and, within 100 yards, are two large car parks with space for more than 1,000 vehicles.

Attention to important detail has not been overlooked, either. The ground has four well-stocked refreshment kiosks in strategic places . . . and plenty of toilet accommodation.

Later in the book we look at plans to improve the ground still further.

78—and still going strong

Yeovil want to celebrate the 50th anniversary of their joining the Southern League—by leaving it. They were accepted in 1923, and won the Western Section the following year.

Since then they have maintained an incredibly consistent playing record, most seasons at or near the top, and only very occasionally languishing in the lower reaches.

Yeovil have been champions six times, most recently in 1970–71.

They have been led by a succession of shrewd managers, several of whom have gone on to greater things in the Football League. Of present League managers, for instance, Ron Saunders of Norwich and Alec Stock of Fulham, received their grounding at Yeovil.

But the Club existed before its Southern League days, in fact since 1895 when Yeovil Casuals were formed. In 1907–08 the Club became Yeovil Town. That same year Petters United was formed in Yeovil—and six years later the two amalgamated.

They did not play as a combined club, however, until after the First World War, and continued as Yeovil and Petters until 1923 when the Petters part of the title was dropped.

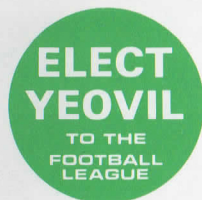
'SEATING FOR 2,000'



Advertising on the 6,000 capacity North Terrace is a welcome added source of revenue, while among the amenities in the main stand opposite are a well-equipped treatment room, where trainer Matt O'Donnell is seen attending player John Brown, and a well-used skittle alley - here manager Cec Irwin enjoys a game watched by secretary Dick Donovan. These three players' houses are among the Club's other valuable assets.



'FIRST CLASS FACILITIES'



Success is based upon financial stability

The directors of Yeovil Town realise that the success of any club must be based on financial stability.

With this uppermost in their minds, they have pursued a policy over many years which places the Club in an extremely healthy monetary position.

Director Bryan Moore, who is the Club's treasurer, explains the attitude: "We have become a successful club by being careful with our cash. We are not mean, but we watch the pennies very closely indeed.

"With this approach we have been able to expand and still build up valuable assets and resources for the day when we are elected to the Football League.

"We are aware of the extra expenses involved in being a League club, but are fully confident that we will have no financial troubles if we continue our previously successful policies."

The figures certainly support Mr. Moore's claims. Yeovil Town's assets include the Huish ground, with an estimated value of £350,000. The Club also owns seven houses, present value in excess of £60,000. The share capital of £5,000 can be increased at any time.

Over the past three financial years, the Club has made a combined profit of £12,284. Income is on the increase all the time. From May 1972 to January 31st 1973, the Club's



BRYAN MOORE has been a director of Yeovil Town for seven years and is in charge of the Club's finances. Before joining the Board he was secretary of the Supporters Club for four years. Mr. Moore (36) is a company director. He is married with two children, Julie (13) and David (11).

match receipts, including the sale of season tickets, produced £23,313.

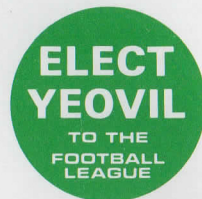
Other sources of revenue—social club, Supporters' Club, lottery, etc.—produced £11,767 during the same period. Both the figures were up on the previous year and are continuing to grow.

Back to Mr. Moore: "Our recent profits, the substantial assets and an increasing flow of cash from attendances and other sources make the future secure".

The directors have already made sure that the Club's ambitious plans will not be hampered by any shortage of cash.

THE CARTOONISTS LOVE IT, BUT...

The slope has been exaggerated



Yeovil's Huish ground slopes from one side to the other; nearly every one in football knows that. It has been the subject of gimmick articles in the press every time the Club has had a run in the F.A. Cup. It has proved a boon to cartoonists, too.

And as this book is a complete picture of Yeovil Town, the subject of the slope has to be dealt with honestly.

In fact, the slope and its effects have been vastly exaggerated. As far back as season 1948-49 when Yeovil experienced their most famous F.A. Cup run, beating First Division Sunderland, that club's manager Bill Murray said: "There has been too much talk about the slope. There is nothing in it."

Today Alec Stock, who was Yeovil's manager then and is Fulham's now says: "There has always been too much said about the slope. There are a lot of

sloping pitches in League football, and the effect of Yeovil's is no worse.

"If I were taking a team there in a League or Cup match the slope would not worry me at all. It certainly does not affect good football or footballers."

So says one of the most respected voices in the game. Yeovil's directors genuinely believe him to be right. But they are realistic and, looking forward to staging League football at Huish, they want their pitch to be second to none.

For that reason they have commissioned an architect to draw up plans to remove the slope and they pledge that this will be done at the earliest possible time.

Meantime, they entreat League clubs to ignore exaggerated tales about the pitch. They simply aren't true. No team visiting Yeovil has ever complained

about the slope. In fact, the quality of the playing surface has often been praised and all who come to Huish in the future can be confident that their skill will shine as brightly there as anywhere else.



ALEC STOCK—player-manager of Yeovil in the historic 1948-49 season.

'PRAISE FOR PITCH'



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The pleasant, modern entrance to the Huish ground provides a gateway to fine football, but also to fun and a little frivolity.

The luxurious social club, for instance, is well patronised not only on matchdays, but all through the week.

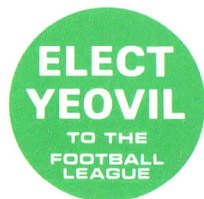
The Club's mascot and beauty queen add to the lighter side.

The more serious work is done in the boardroom. Here the chairman and manager have regular conferences.

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THE GIANT KILLERS

81,565 at an F.A. Cup tie involving a non-League side. Incredible, but true. That was the official figure for the fifth round tie between Manchester United and Yeovil Town at Maine Road on February 12th 1949.

Yeovil are the most famous giant-killers of all time and 1948–49 was their greatest season. Before meeting Manchester United they had beaten Bury and the mighty Sunderland at Huish.

That run launched the Club's young manager, Alec Stock, on a famous career and brought fan mail from as far afield as Canada and Sweden.

The 17,100 who watched the Sunderland tie created a club record which still stands.

Yeovil, who have been exempt until the final qualifying round since 1935, have reached the third round proper eight times.

Southend United, Walsall, Crystal Palace, Bournemouth, Brentford and Exeter City have all been their victims in the competition.

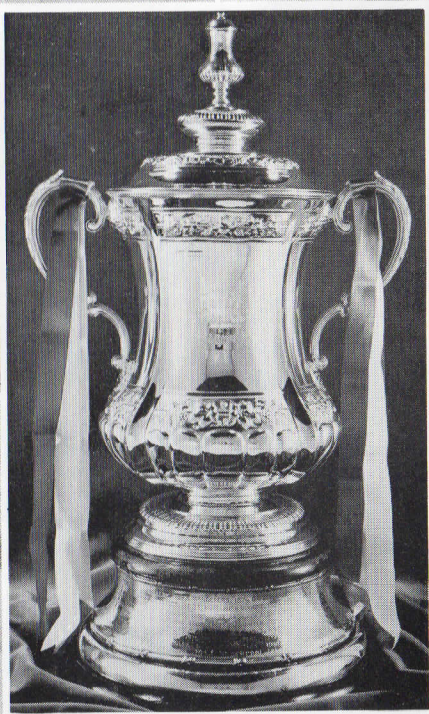
They have also taken many others, including Sheffield Wednesday, Colchester United, Aldershot, Bristol City and Fulham to replays.

Brentford were most recently vanquished by Yeovil, losing 2–1 at Huish in November. The previous season Yeovil stunned John Bond's Bournemouth side on their own Dean Court ground winning a second round tie 1–0. The prize was a home match with the great Arsenal and Yeovil put up a sterling performance before losing 3–0 to the brilliant Highbury side which went on to capture the F.A. Cup and Football League double.

In 1963–64, with Basil Hayward in the manager's chair, Yeovil beat two Third Division sides in one season. First to fall were Southend United, then Crystal Palace, who went on to win promotion that year.

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- 1 and 2. Yeovil v. Brentford 1972
 3. Yeovil v. Plymouth 1972
 4. Walsall v. Yeovil 1960
 5. Yeovil v. Southend 1958
 6. Yeovil v. Arsenal 1971





... AND HOW IT WAS GAINED



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The spacious, well-designed dressing rooms are the envy of many other clubs. And adjoining are communal and individual baths, and showers.

The club shop does a roaring trade on match days in every kind of football souvenir, from key-rings to sweat shirts. "And if we haven't got it", say the cheerful staff, "we will get it".



The Green and White Supporters' Club run many social events, and go out of their way to cater for Yeovil's many younger fans. Here a group of competitors admire the trophy for a popular Quiz Ball competition.



Yeovil Town's full-time secretary Dick Donovan has a reputation for scrupulous attention to detail. He is the man who ties all the ends together and keeps everybody happy.



'ATTENTION TO DETAIL'



Drawing by David Young & Partners, Chartered Architects, Yeovil

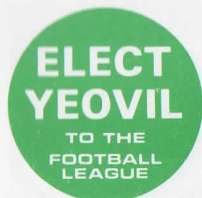
HUISH OF THE FUTURE

Earlier we looked at present facilities, but this is only part of the story. Yeovil plan to make considerable improvements within the next two to three years. Their aim is to double the ground capacity by taking in some spare land at one end, and by erecting two more large stands.

The implementation of these plans only awaits a decision about the route of a ring road to be built nearby.

Treasurer Bryan Moore says: "We are looking forward not only to election to the League, but to progressing further. We therefore realise that it is imperative to increase our ground capacity. Raising the necessary cash will prove no problem at all."

'ROOM FOR 30,000'



Over 170,000 people but no League soccer

YEOVIL TOWN FOOTBALL CLUB

President : E. C. Wheeldon, C.B.E.

Chairman : Ivan B. Rendall,
F.B.A.A., A.C.I.S.

Vice-Chairman : C. J. Farthing

Directors : G. Banbury
D. Barnett
C. H. Baulch
G. L. Cobb
A. O. James
A. E. Lugg
E. F. C. Mear
D. Montague
B. W. Moore
P. Millard
G. E. Templeman
R. G. White

Company Secretary : A. O. James

Club Secretary : R. Donovan

Player-Manager : Cecil Irwin

Address: Huish, Yeovil, Somerset.

Telephone: Yeovil 3662.

GREEN AND WHITE SUPPORTERS' CLUB

President: Ivan B. Rendall

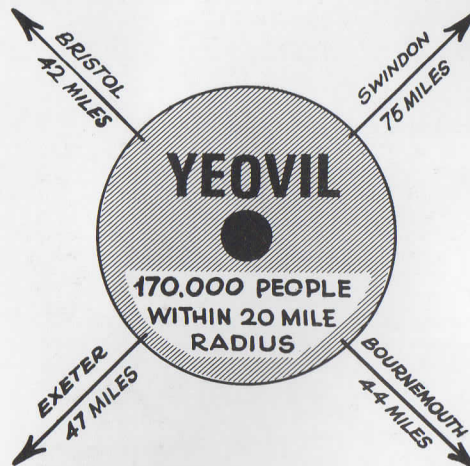
Chairman: R. J. Rendall

Vice-Chairman: A. E. Lugg

Secretary: G. Brown

Treasurer: G. Burlison

Catering Manager: A. Bray



Yeovil is the third largest town in Somerset with a population of 34,000 within the Town Map area.

The principal employer is the Westland Aircraft group of companies with a work force of approximately 7,000.

Yeovil's oldest established industries are leather and glove making for which the district is world renowned.

There is a great deal of light engineering within the town area and the surrounding countryside is farmed extensively.

★ The nearest Football League clubs to Yeovil are at Bristol (42 miles), Bournemouth (44), Exeter (47) and Swindon (75).

★ The latest census figures show that more than 170,000 people live within 20 miles of Yeovil Town's ground.

★ There are no Football League clubs in Somerset or the neighbouring county, Dorset.

★ Yeovil can therefore draw upon a large catchment area without taking supporters away from any existing club.

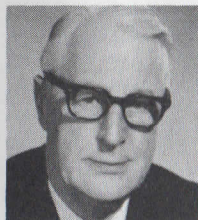
★ By electing Yeovil, the Football League would be bringing a League club into an area totally untapped at present.

★ The M.5 is within 26 miles of Yeovil and the completion of the motorway will make the town even more accessible.

WHO BACKS YEOVIL?

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E. C. WHEELDON, C.B.E., former Chairman and Managing Director of Westland Aircraft Ltd, and President of Yeovil Town: "My connection with Yeovil goes back 35 years to when I first joined the Board. I know the Club from the inside and I know the aspirations of the fans. I am certain they are ready and longing for League football and will give wholehearted support. It has been a cherished ambition of mine to see Yeovil in the League. I know that we are now ready for that step."



BOB LORD, Chairman of Burnley F.C. and Vice-President of the Football League Management Committee: "I have visited Yeovil Town's ground on behalf of the Football League Management Committee and I am happy to say that my report on the Club's facilities and financial stability was a most favourable one. They fully meet all the requirements for membership of the Football League."



THE MAYOR OF YEOVIL, Ald. Mrs. Hazel Brown: "I feel that if Yeovil Town Football Club achieved League status it would be acclaimed not only by football supporters in the town and surrounding areas but would be welcomed for the opportunities it brought to the town of Yeovil through increased trade and opportunities of visitors."



BERTIE MEE, Manager Arsenal F.C.: "We at Arsenal have fond memories of our F.A. Cup visit to Yeovil during our double winning season. The facilities and warm welcome we received left me with a lasting impression. Yeovil have been on the fringe of League football for a number of seasons and I wish them well in this campaign."



ALEC STOCK, Manager of Fulham: "No other non-League club has a playing record that remotely compares with Yeovil's. It is a very fine club and in my opinion deserves to be in the League. It would certainly like to see them there."



THE RT. HON. JOHN PEYTON, Minister for Transport Industries and M.P. for Yeovil: "I very much hope that Yeovil Town's application to join the Football League will have the success it deserves. The club has brought renown to the name of Yeovil". The Minister said access from other parts of the country would present no problem at all. "As Minister responsible for highways I can say that the roads to the West Country are being extensively improved."

'V.I.P. SUPPORT'

An aerial photograph of the Yeovil Football Club stadium, known as The New Ground. The stadium is a large, rectangular green field with white markings for the pitch. It is surrounded by a long, low stand with a dark roof. To the right of the stadium is a large, paved parking lot filled with many cars. In the background, there are several large, multi-story buildings, likely commercial or industrial, and some residential houses are visible in the foreground. The overall scene is a mix of urban and sports infrastructure.

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